

Report to Stakeholders:

**Dalhousie Medical Research Foundation (DMRF) Integration with
Dalhousie Faculty of Medicine**



DALHOUSIE
UNIVERSITY

FACULTY OF MEDICINE

molly appeal
FOR HEALTH RESEARCH



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Introduction: Realizing a shared vision for greater impact, together

Achieving ambitious goals in medical research requires a team effort. From the talented faculty and researchers to our many donors and community stakeholders, everyone is critical to improving health outcomes for the people of our region and the world.

In 2022, Dalhousie University and the Dalhousie Medical Research Foundation decided to join together to better support the community of generous donors and strategic partners who believe in the power of medical research and education and in supporting this innovative and important work through philanthropy. Going forward the work of the DMRF will be shared amongst two Dalhousie teams: Medicine Advancement team will work to engage donors, alumni and other stakeholders with a goal of attracting new gifts to support medical research. The Medical Research Development Officer (MRDO) will be responsible for distributing funding as per donor designation or through internal funding programs.

The new, united Medicine Advancement team is focused on helping donors have impact by advancing the game-changing endeavours carried out at the Faculty of Medicine. This enthusiastic and capable team will help carry forward the Faculty of Medicine's mission of creating healthier communities. The role of the team is to build relationships – both inside and outside the University – with our donors, the community, healthcare partners, alumni, students, researchers, faculty, and other key players. The Advancement team will celebrate the achievements of the faculty, share stories of the exciting medical research breakthroughs and training innovations, and work collaboratively to support the faculty's experts with the vital funding they need to continue their critical efforts.

Medicine Advancement honours the spirit and significant impact of the DMRF by continuing the programs and activities that have become much loved hallmarks including the Molly Appeal – the annual campaign established over forty years ago to inspire people to give what they can to have a big impact together – as well as introduce donors to new opportunities to engage. The team wants to connect people with the causes they care about and is excited to be advancing the Faculty of Medicine to reach new heights on this front.



Progress Report

Bringing together two donor centred organizations can be challenging and certainly requires patience and a high attention to detail. We are proud to report the following successes:

Donors

- 25,000 DMRF donor records successfully integrated into Dalhousie's CRM
- 150 Donor Directed Funds with specific terms successfully established within Dalhousie's system
- 65 Endowed Fund Reports were created for 86 donors or fund contacts for DMRF established endowments

DMRF Endowed and Expendable Funds

On September 30, 2022, the date of the Dalhousie/DMRF integration, the DMRF had financial assets of \$77,175,720 which include endowed funds with a market value of \$73,134,881 and expendable funds in the amount of \$4,040,839. The expendable funds were used to meet existing DMRF funding commitments to researchers. The DMRF has funding commitments to researchers extending out for the next five years and all commitments are being honoured.

2023/24 will be the first full year of integration and we look forward to providing our community of stakeholders with complete information on the DMRF Endowed Funds, which will include Market Value on March 31, 2023, Spending Allotment Available for 2023/24, Amounts Awarded, and closing Market Value on March 31, 2024.



Combined Fundraising Year Over Year

The bar graph in figure 1 conveys that overall fundraising results have increased during the first partial year of Dal/DMRF integrated fundraising.

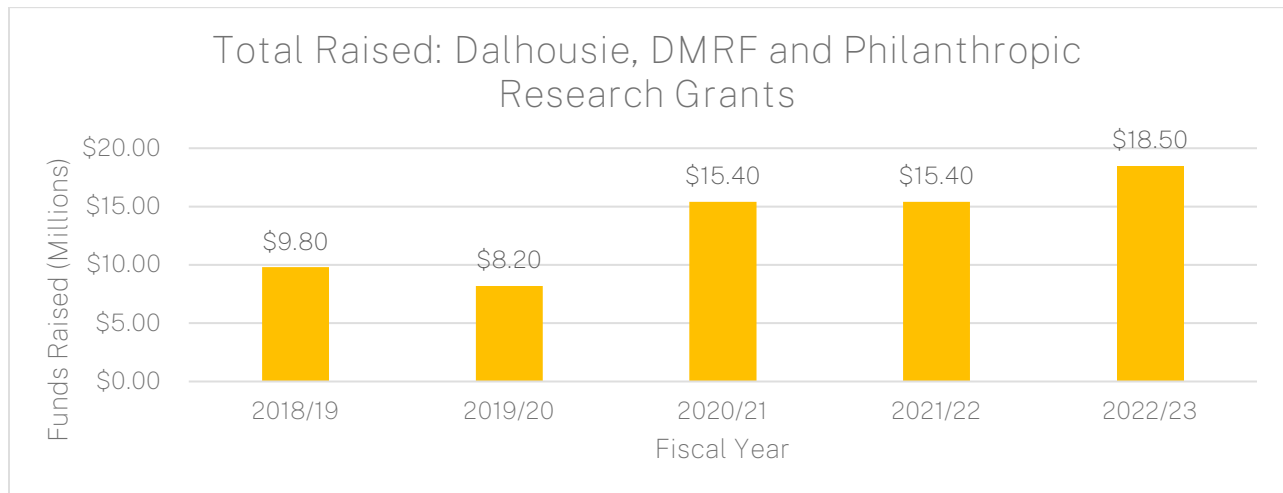


Figure 1

Molly Appeal: We are pleased to report that over \$230,000 was raised in the first integrated Molly Appeal (winter 22/23) in support of state of the art lab equipment to support our cancer researchers. Subsequent Molly Appeal campaigns have continued to exceed our projections.

Monthly Donors: 55/150 monthly DMRF donors renewed through Dalhousie immediately following integration, and more are re-joining every month. This is a strong renewal rate based on industry standards and we are pleased with the results. Our goal will be to exceed 150 monthly donors within two years.

Multi-Year Pledges: On the date of Dal/DMRF integration the DMRF had 12 multi-year pledges in mid pledge cycle. We are pleased to report that 11/12 continued to fulfill their pledges with Dalhousie University and three donors have increased their commitments.

External Fundraising Partnerships: The Medicine Advancement team was able to provide fundraising infrastructure and support for The Big Ride, which raised \$78K for Beatrice Hunter Cancer Research Institute in spring/summer of 2023. This was a partnership originally formed with DMRF and we were pleased to be able to transition the event successfully.



Staffing

In 2022 the DMRF had 13 staff members. We are pleased to report that seven former DRMF staff joined our Dalhousie Advancement and Faculty of Medicine teams. Four transitioned to positions in Medicine Advancement, three transitioned to positions in the central Advancement team, and one transitioned to the Dean's Office in the Faculty of Medicine working specifically on donor funds and researcher awarding.

Former DMRF Director of Advancement Jen Laurette has moved into the high profile leadership position of Assistant Vice President of Development, responsible for leading Dalhousie's current Capital Campaign and a team of over 50 staff focused on one-to-one fundraising for the University.

Events and Communications

Our plans are to continue to offer many of the signature DMRF events that our donors have come to know and love.

Molly Appeal Luncheon

In fall of 2023 we were pleased to host our first post integration Molly Luncheon to a full house.





Backstage Pass Lab Tours

Relaunched the November 2023, Backstage Pass Tours are a donor favorite. Spend a half day with us and tour three or more research labs, have an opportunity for interactive discussion with each of them, and share lunch with like minded donors.

Breakthrough Breakfasts

The Breakthrough Breakfast Series is a regular event hosted by Dalhousie University's Faculty of Medicine Advancement team. Each event will feature a specific theme with speakers, including Dal researchers specializing in that area, graduate students, donors, patients, or community members who have contributed to or benefited from this research, and attended by high-capacity donors and community members. Stay tuned for our plans to relaunch these DMRF favorites.

REMEDY Magazine

Many DMRF donors indicated they particularly enjoyed receiving a print copy of the DMRF magazine known as the Philanthropist. We are please to have rebranded and relaunched this communication at REMEDY, sharing feature stories about the exciting medical research taking place at Dalhousie University and the ways in which donors are making an impact. (copies provided at the meeting)



INFORMED Newsletter

Our monthly medical research newsletter for donors is another way in which we stay in touch and share the compelling research stories that engage our community. Due to privacy laws, most of the email addresses of our DMRF donors were unable to be shared through the integration so we are actively inviting our donors to re-subscribe and stay in touch with us monthly.



How Medicine Advancement works with Donors

The Medicine Advancement team works closely with the community and Dalhousie alumni to better understand what matters most to them and what impact they want to have through their engagement and philanthropy. This allows the team to introduce donors to opportunities that align their interests most closely with the faculty's medical research initiatives and educational priorities.

"It's important to us that we help our donors stay connected to the health research projects they care about" says Cathrine Yuill, Executive Director of Advancement for Medicine. "There are many ways donors can support world-class health research at Dalhousie. Our team members are experts in working with donors to help them achieve their goals and celebrate their impact. Dalhousie is committed to ensuring donations are securely and soundly managed, with transparency and care."





How Medicine Advancement works with Researchers

The incredible outcomes at the Faculty of Medicine require the time, training, expertise, and dedication of Dalhousie's researchers and the Medicine Advancement team is proud to support those efforts by encouraging engagement and investment from the community and other stakeholders.

Working closely with the Dean, the Medical Research Development Office and individual researchers, the Medicine Advancement team builds and strengthens internal relationships with within the faculty to better understand the work happening in and out of the lab. The Medicine Advancement team collaborates with researchers to share their work with the broader community in a compelling way. We also work with researchers to identify opportunities and collaboratively engage and steward our donors.

"The more we learn about the exciting advances taking place right here at Dal, the more we can share with our donor community and find opportunities for aligned interests to make greater impact, together" says Yuill.

Medical Research Development Office: Awarding Funding to Researchers

The Medical Research Development Office (MRDO) led by Associate Dean of Research Dr. Eileen Denovan-Wright, is responsible for the awarding processes by which philanthropic and other funds are made available to researchers. A complete report on the awarding processes, award recipients, multi-year commitments, and impact will be shared with internal and external stakeholders after the end of this fiscal year.

In the interim, we are pleased to confirm:

- 100% of DRMF commitments were disbursed to researchers for 2022-2023 and ongoing DMRF commitments have been mapped out over the next five years
- 2023 Capital Equipment Grant Competition was successfully held, six researchers were awarded a total of \$269,699. The next Capital Equipment Grant Competition call will be Fall 2024.
- 2023 Graduate Studentship Funding: researchers received more funding for students than in any previous year with 48 studentships awarded for a total of \$700,000. The next Studentship competition will be held in the spring of 2024.